

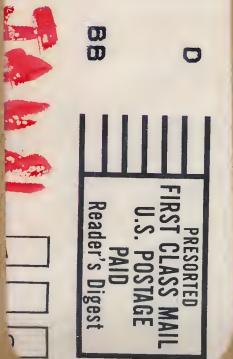
SWEESTAKES PRIZE SELECTION DEPT.
READER'S DIGEST
PLEASANTVILLE, NEW YORK 00401

RECIPIENT:

Please open immediately for Computerized Sweepstakes Cards issued in your name by the R.D. Sweepstakes Dept.

These Cards are **Important Documents** which are valid for Grand Prize Eligibility of **\$50,000** Cash plus Bonus Award of \$5,000-a-Day.

IMPORTANT YOU
REPLY before
January 30
for full
extra BENEFITS
of Bonus Award.
You could win up
to **\$100,000**.



ATTENTION POSTMASTER:

REQUESTED DELIVERY DATE IS ON
OR ABOUT January 6
PLEASE FORWARD IF ADDRESSEE HAS
MOVED AND FILED A REGULAR
CHANGE-OF-ADDRESS NOTICE

URGENT: This is to advise you that four

FILE

SWEESTAKES CARDS
MR. T. NELSON
Reason for Notice: Eligibility to win up to \$100,000 Cash

ACTION REQUESTED:

Use these postage stamps to mail
back all four cards immediately. You
could win any of 32,510 cash prizes.

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
Reader's Digest

**PRESORTED
FIRST CLASS**

JAN 18

Reader's Digest
\$500,000.00 Sweepstakes

Enclosed are my four
Computerized Sweepstakes Cards

YES

**OFFICIAL REPLY
ENVELOPE**

Enter my subscription to
Reader's Digest for 12 months. Bill
me later for just \$6.97 plus 96¢ postage—a
saving of \$7.07 or 47% off the newsstand price. Enter
me in the Sweepstakes with a chance to win the Grand Prize
of \$50,000.00 plus the Bonus Award of \$5,000-a-day extra—or
any of 32,509 other cash prizes.

Send No Money Now • Mail Today

© 1981, The Reader's Digest Association, Inc.

**BEAT BONUS
AWARD DEADLINE
THE SOONER
YOU ENTER
THE MORE YOU
CAN WIN**

Reader's Digest
\$500,000.00 Sweepstakes

Enclosed are my four
Computerized Sweepstakes Cards

NO

**OFFICIAL REPLY
ENVELOPE**

I do not wish to subscribe to
Reader's Digest. Enter me in the
Sweepstakes with a chance to win the Grand
Prize of \$50,000.00 plus the Bonus Award of \$5,000-
a-day extra—or any of 32,509 other cash prizes.

Mail Today

© 1981, The Reader's Digest Association, Inc.

**BEAT BONUS
AWARD DEADLINE
THE SOONER
YOU ENTER
THE MORE YOU
CAN WIN**

**FIRST CLASS:
COMPUTERIZED
SWEEPSTAKES
CARDS ENCLOSED**



Carolyn Davis

\$500,000.00 SWEEPSTAKES

READER'S DIGEST

Box 11

Pleasantville, New York 00401

Sweepstakes Prize Selection



PLEASE
PLACE
POSTAGE
STAMP
HERE

PLEASE
PLACE
POSTAGE
STAMP
HERE

PLEASE
PLACE
POSTAGE
STAMP
HERE

**FIRST CLASS:
COMPUTERIZED
SWEEPSTAKES
CARDS ENCLOSED**

Carolyn Davis

\$500,000.00 SWEEPSTAKES

READER'S DIGEST

Box 16

Pleasantville, New York 00401

Att: Sweepstakes Prize Selection

Dept. 43-N0

PLEASE
PLACE
POSTAGE
STAMP
HERE

PLEASE
PLACE
POSTAGE
STAMP
HERE

PLEASE
PLACE
POSTAGE
STAMP
HERE



INSIDE FOR YOU...

A "GOLD" BAR
THAT COULD BRING YOU...

\$27,000.00
IN REAL GOLD

Mail this bar with your
Sweepstakes entry by
January 30, 1981

© 1981, The Reader's Digest Association, Inc.

GB 43-O

SWEEPSTAKES PRIZE SELECTION DEPT.
READER'S DIGEST
PLEASANTVILLE, N.Y. 10570

**NOTICE OF FORTHCOMING
DELIVERY OF COMPUTERIZED
SWEEPSTAKES CARDS**

MR. T. NELSON

Reason for Notice: Eligibility to win up to \$100,000 Cash

D

BB

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
Reader's Digest

JAN 81

FORM

RD

P-43-0

FIRST CLASS MAIL

URGENT: This is to advise you that four Computerized Cards are being sent to you and will arrive after the time indicated on reverse.

To enter the Sweepstakes and guarantee your \$50,000.00 eligibility, you must return those cards within a few days after you receive them. If cards are not returned promptly, they will be invalidated in accordance with regulations.

Mr. T. Nelson
405 Harvard Ave.
Swarthmore, PA 19081

OPEN THIS ENVELOPE FOR NEWS OF

YOUR EXTRA
**SUPER
BONUS**

READER'S DIGEST
\$500,000.00 SWEEPSTAKES

VALUE OF GRAND PRIZE:

\$50,000.00 CASH

CONFIRMED BY:

SWEEPSTAKES

BONUS AWARD:

\$5,000-A-DAY EXTRA

UP TO \$50,000 TOTAL

DEPT.

ALTERNATE GRAND PRIZE:

\$25,000 PAYABLE IMMEDIATELY
PLUS \$100-A-MONTH FOR LIFE



TOTAL NUMBER OF PRIZES:

32,509 WORTH \$500,000.00

KEEP THIS CARD FOR YOUR RECORDS

You must reply promptly after
you receive Cards to enter
Sweepstakes and qualify for all
prizes listed at left, including
\$50,000 Grand Prize and
\$5,000-a-Day Bonus Award.
This notice will not be repeated.

NOTICE: You will receive Four
Computerized Sweepstakes
Cards in your mailbox on or
JANUARY 6
about

ALL PRIZES GUARANTEED TO BE AWARDED

SWEEPSTAKES

DATA CARD

USE THESE STAMPS TODAY

ELSON FIRST
 LAST
 000 cash or \$25,000 now plus \$100-a-month for life—if
 Prize Winner in this Reader's Digest \$500,000.00 Sweepstakes.
**IMPORTANT: If you are a winner, we'll notify you at this
 address. If incorrect, please change on OTHER SIDE OF CARD.**
 BB CAR-RT **CR 10
 MR. T. NELSON
 405 HARVARD AVE.
 SWARTHMORE, PA 19081
 90 00 808 0699874 8
 RDDED: GUARANTEE OF AWARD:
 All prizes guaranteed to be
 awarded under Section 369-E
 of General Business Law of N.Y.
 07
 S FOR \$50,000 GRAND PRIZE ELIGIBILITY CARD NO. ①

**VALUE OF CURRENT
READER'S DIGEST® SWEEPSTAKES**

\$500,000.00 CASH

MAILING ADDRESS

405 HARVARD AVE.
LOCALITY OF RESIDENCE

SWARTHMORE

TO SECURE YOUR \$50,000
ELIGIBILITY, MAIL ALL
4 CARDS BY JANUARY 30

MR. NELSON

ALSO ELIGIBLE FOR 37,509 PRIZES

2 FIRST PRIZES	\$25,000
3 SECOND PRIZES	\$10,000
4 THIRD PRIZES	\$ 5,000
500 FOURTH PRIZES	\$ 100
2,000 FIFTH PRIZES	\$ 25
30,000 SIXTH PRIZES	\$ 10

THIS IS TO

GUARANTEE THAT

PERSON NAMED HERE

T N E L S O N FIRST LAST

will definitely receive \$50,000 cash or \$25,000 now plus \$100-a-month for life—if this card is chosen as Grand Prize Winner in this Reader's Digest \$500,000.00 Sweepstakes.

THE SOONER YOU ENTER,
THE MORE YOU CAN WIN

IMPORTANT: If you are a winner, we'll notify you at this address. If incorrect, please change on OTHER SIDE OF CARD.

We'll add \$5,000-a-day to the Grand Prize for every day the winning entry beats this BONUS AWARD DEADLINE:

JANUARY 30, 1981

...up to \$50,000 extra. Postmark on reply envelope determines your entry date.

BB

CAR-RT

**CR 10

MR. T. NELSON

405 HARVARD AVE.

SWARTHMORE, PA 19081

9 90 00 808 0699874 8

MAXIMUM CASH TO BE AWARDED:

GUARANTEE OF AWARD:

\$100,000 if cards mailed by JAN. 20
\$ 50,000 if cards mailed by JAN. 30
\$ 25,000 if cards mailed by MAR. 9

All prizes guaranteed to be awarded under Section 369-E of General Business Law of N.Y.

07

RETURN ALL FOUR CARDS FOR \$50,000 GRAND PRIZE ELIGIBILITY

CARD NO. 1

**VALUE OF CURRENT
READER'S DIGEST® SWEEPSTAKES**

\$500,000.00 CASH

MAILING ADDRESS

405 HARVARD AVE.
LOCALITY OF RESIDENCE

SWARTHMORE

TO GUARANTEE YOUR
CHANCE TO WIN ANY OF
32,509 CASH PRIZES,
MAIL ALL 4 CARDS NOW

NUMBER OF PREVIOUS WINNERS

FROM PENNSYLVANIA

61,351

One in every 66 families from your state has already won a Reader's Digest Sweepstakes Prize.

NAME OF PARTICIPANT
ELIGIBLE FOR ALL
32,509 CASH PRIZES

T N E L S O N FIRST LAST

This card gives the above-named a chance to win any of 32,509 valuable CASH PRIZES in this Reader's Digest \$500,000.00 Sweepstakes.

IDENTIFICATION NO. 90 00 808 0699874 8

GUARANTEE OF AUTOMATIC PRIZE NOTIFICATION

FOR

MR. T. NELSON

If you are chosen as a prize winner, The Digest hereby authorizes Betty Glass, Sweepstakes Director, to automatically notify you at the close of the Sweepstakes. Follow her instructions and you'll then receive a teller's check drawn on CHEMICAL BANK for the full value of your prize.

- ☒ \$100,000 check to Grand Prize and Bonus Award Winner
- ☒ \$ 25,000 checks to two (2) First Prize Winners
- ☒ \$ 10,000 checks to three (3) Second Prize Winners
- ☒ \$ 5,000 checks to four (4) Third Prize Winners
- ☒ \$ 1,000 checks to five hundred (500) Fourth Prize Winners
- ☒ \$25. & \$10 checks to 32,000 Fifth and Sixth Prize Winners

PLEASE RETURN ALL FOUR CARDS
VALID FOR 32,509 PRIZES WORTH A TOTAL OF \$500,000 CASH

CARD NO. 2

BONUS AWARD
ELIGIBILITY VERIFIED
FOR THIS PERSON

T N E L S O N FIRST LAST

This card makes the above-named eligible to win the \$5,000-a-day BONUS AWARD (up to \$50,000) in this Reader's Digest Sweepstakes.

IDENTIFICATION NO.

90 00 808 0699874 8

MAIL TODAY

\$5,000-A-DAY CASH BONUS AWARD

Under the provisions of this Sweepstakes, if YOU are the Grand Prize Winner, Reader's Digest will add \$5,000-a-day to the Grand Prize of

MR. T. NELSON OF SWARTHMORE

for every day your winning entry beats this deadline:

JANUARY 30, 1981

Up to a Bonus Award of \$50,000.00 extra (TOTAL PRIZE \$100,000).

**POSTMARK
INFORMATION**

YOUR ENTRY DATE WILL BE DETERMINED BY THE OFFICIAL POSTMARK DATE AS APPLIED TO YOUR REPLY ENVELOPE BY THE UNITED STATES POSTAL SERVICE. MAIL QUICKLY TO BE ELIGIBLE FOR FULL BONUS AWARD.

CARD NO. 3

PLEASE RETURN ALL FOUR CARDS
VALID FOR \$5,000-A-DAY BONUS AWARD ELIGIBILITY

**VALUE OF CURRENT
READER'S DIGEST® SWEEPSTAKES**

\$500,000.00 CASH

MAILED FROM

PLEASANTVILLE, N.Y.

BY

SWEEPSTAKES DEPT.

TO VERIFY YOUR ELIGIBILITY TO
WIN THE FULL \$5,000-A-DAY
BONUS AWARD, MAIL ALL 4
CARDS AS SOON AS POSSIBLE

**BEAT THESE DEADLINES—
HERE'S HOW MUCH YOU CAN WIN**

JAN. 20	JAN. 30
\$50,000 CASH ✓	\$50,000 CASH ✓
\$50,000 BONUS ✓	\$50,000 BONUS ✓
32,509 PRIZES ✓	32,509 PRIZES ✓

IMPORTANT: Please check your address as it is printed on the other side so we can mail your prize without delay if you are a winner. If your address is incorrect, make changes below. If it is correct, do not change.

NAME _____

[illegible]

BONUS AWARD

If you are the Grand Prize Winner, for every day your entry beats this deadline:

January 30, 1981

...we'll add \$5,000-a-day to the Grand Prize—up to \$50,000 extra. Postmark determines date of entry.

GRAND PRIZE ACCOUNTING

If you're the winner, here's how much money you are guaranteed to receive

Postmark Entry Date	Bonus Award Amount	YOUR TOTAL GRAND PRIZE
On or before		
JANUARY 20	\$50,000	\$100,000
JANUARY 21	\$45,000	\$ 95,000
JANUARY 22	\$40,000	\$ 90,000
JANUARY 23	\$35,000	\$ 85,000
JANUARY 24	\$30,000	\$ 80,000
JANUARY 25	\$25,000	\$ 75,000
JANUARY 26	\$20,000	\$ 70,000
JANUARY 27	\$15,000	\$ 65,000
JANUARY 28	\$10,000	\$ 60,000
JANUARY 29	\$ 5,000	\$ 55,000
JANUARY 30	—0—	\$ 50,000

HOW THE SWEEPSTAKES WORKS:

The Reuben H. Donnelley Corporation, an independent judging agency, selects the winners. Each Sweepstakes entry has an equal chance to win the Grand Prize plus an opportunity to win any of the 32,509 other cash prizes.

The approximate numerical odds of winning each prize are: \$10—one in 824; \$25—one in 12,358; \$100—one in 49,430; \$5,000—one in 6,178,750; \$10,000—one in 8,238,333; \$25,000—one in 12,357,500; Grand Prize—one in 20,564,000.

All winners will be notified by mail within six weeks at the end of the Sweepstakes. Names, cities and states of residence of prize winners will appear in a printed list which will be sent upon request to anyone who encloses a self-addressed, stamped envelope.

This is a national Sweepstakes. Entries must be mailed by January 30, 1981 for Grand Prize—by March 9, 1981 for all other prizes (postmark determines date). This Sweepstakes will begin when the first entry is received. Winners must verify that they are not employees of Reader's Digest or The Reuben H. Donnelley Corporation and its affiliated companies or members of their immediate families. No purchase is necessary.

If you have any questions about the Sweepstakes, please write to: Mrs. Betty Glass, Reader's Digest, P.O. Box 262, Pleasantville, New York 00401. We promise you a fast reply.

WHY DOES READER'S DIGEST SPONSOR SWEEPSTAKES?

Because they add spice to life...because people like them...and because they arouse interest in The Digest's straightforward, no-risk offers. By attracting a wide readership in this way, Sweepstakes enable you to buy The Digest at a lower price than might otherwise be possible.

48 reasons why people say they wouldn't miss a single issue of Reader's Digest...

Strange But True

The Menace of Electric Smog • The Mysterious Bonds Of Twins • Coincidence: Is It Black Magic or Blind Chance? • Unsolved Mysteries of the Mexican Pyramids

More for Your Money

Supershopping: How to Save 50% at the Check-out • Are You Insurance-Wise? • Inflation, Taxes, the Budget and You • How to Make Credit Work for You

Behind the Headlines

Storm Clouds over Social Security • The Mob's Plot to "Buy" California • Billion-Dollar Nightmare at JUD • Russia's Real Target: The Middle East Oil Fields

Love, Sex and Marriage

How to Read Your Partner's Sex Signals • What Vasectomy Means to a Man and His Marriage • Five Make-or-Break Marriage Challenges • What You Don't Know About Your Spouse

Great Book Condensations

In Peril at Fastnet: An Epic Tale of Tragedy at Sea • Give the Lady a Knife: The Making of a Woman Surgeon • American Caesar: The Saga of Douglas MacArthur • Keepers of the Covenant

Strictly Personal

—42 Ways to Make Your Houselife Easier • Danger! Prescription Drug Abuse • How to Manage Stress • Best Career Prospects for the 1980's

Keeping Up with the World

The Deadly Threat of Soviet Chemical Warfare • The Secret Path to Peking • Oil Rich Mexico: A Nation at the Crossroads • North Korea's Secret Invasion Tunnels

Family Affairs

Why Our Public Schools Don't Work • Children of Divorce • The Troubling Truth About Teenagers and Sex • What Children Do and Don't Owe Parents

Health and Medicine

Interferon: The Next Wonder Therapy? • Trim Your Hips, Shape Your Thighs • Surgery: The Double-Edged Sword • Behind the Marvels of Microsurgery

Famous People

Donahue! New Darling of the Daytime Dial • Unforgettable John Wayne • James Dickey: Poet of Survival and Hope • Willie Stargell: Baseball's Peerless Pirate

New Frontiers of Science

Where Will the Next Earthquake Strike • The New Robots: Nimble and Far Brainier • Inside America's First Test Tube-Baby Clinic

Drama in Real Life

Sacrifice at Sea • Car on the Track • Buried Alive!
• Please Let Him Live to See the Baby! • Trapped
in a Flooding Cave

\$500,000.00 CASH
MAILED FROM
PLEASANTVILLE, N.Y.
BY
SWEEPSTAKES DEPT.

43-0

MAIL ALL 4 CARDS BEFORE
JANUARY 30 TO GUARANTEE
YOUR CHANCE TO WIN
UP TO \$100,000 CASH

**PLEASE RETURN ALL FOUR CARDS
VALID FOR GUARANTEED \$500,000 SWEEPSTAKES ELIGIBILITY**

WINNERS TO BE SELECTED BY:
R. H. DONNELLEY CO.

For a chance to claim that \$50,000 in person, just mail the computerized cards attached to this letter. Better yet, the sooner you mail your cards, the more money you could win. Incredible as it seems, that \$50,000 is the smallest prize you would receive, if you're the Grand Prize Winner. For every

READER'S DIGEST

is more than a magazine...
it provides a service

"Today everybody is for the consumer, but The Digest was looking out for us even before it was fashionable to do so."

Arthur Godfrey

"The very first week I followed Reader's Digest's advice about how to shop at the supermarket—I saved more than enough to pay for my subscription!"

Mrs. Barbara Butler
Cresskill, New Jersey

"I know, from years of reading, that any 12 issues of The Reader's Digest will unlock vaults of rich treasure: articles that offer us hundreds of useful suggestions for making our lives richer, more meaningful to ourselves and those close to us."

Dr. Norman Vincent Peale

"All I can say is 'Thanks Joe.' "

"...since you introduced your series of health articles based on 'Joe' it's always the first thing I read. It was Joe who gave me the courage to face the surgeon. Now that the operation is over and a complete success, I feel relieved and full of gratitude."

Gaston Pierson
Glen Cove, New York

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Offer good only in U.S. and territories.

January 30, 1981

day the winning entry
beats this deadline:

we'll add a Bonus Award of \$5,000.00—a-day to the
Grand Prize...up to \$50,000.00 extra!

*URGENT--
Return all
four Cards!*

Mail all four cards right now and in less than eight weeks,
Sweepstakes Director Betty Glass might hand you one of the
biggest prizes Reader's Digest has ever awarded--
ONE HUNDRED THOUSAND DOLLARS!

IMAGINE RETURNING TO SWARTHMORE WITH
\$100,000.00! You could pay off all your bills...invest for
the future...plan for the children's education...and still
HAVE PLENTY LEFT OVER TO TREAT THE NELSON
family to some pretty fancy luxuries...

Think of the look on the faces of your neighbors
IF YOU DROVE DOWN HARVARD AVE.
in a brand-new luxury car--a car you paid for in cash.

Or, how would you like to build a brand-new home in
SWARTHMORE'S BEST NEIGHBORHOOD
complete with swimming pool and patio.

BELIEVE IT OR NOT, MR. NELSON, ALL
these life-long dreams could come true in the next few weeks,
if you mail your four computerized cards right now.

Better yet, mail your cards in the enclosed YES envelope
and **ONE IMPORTANT DREAM** can come true for you and your family
right away: the dream of saving money.

Just return all 4 cards in the YES envelope and you'll
discover how to cut costs, avoid consumer rip-offs, and
stretch your paycheck with an exciting **NEW** magazine--
READER'S DIGEST. It's true that The Digest has been around

for over 58 years. But if you haven't seen a copy recently, we have a surprise for you. The Digest has changed.

We've made The Digest more enjoyable than ever before. Every issue is packed with practical advice--How to shop wisely...how to talk to your teen-agers about sex...how to guarantee success at work.

You'll even discover hidden facts about yourself! (Recently, we showed how your height can affect your career, and how cosmic forces from the moon could be controlling your moods!)

We're also featuring entertaining and unusual subjects--the unsolved mysteries of the Mexican pyramids...strange "life after death" experiences...why scientists say that radio waves may be hazardous to your health.

We'll bring you expert advice on dieting...show how important discoveries in medicine and science will help you live a longer, more enjoyable life...reveal how to get along better with your spouse and have a happier marriage.

On the national scene, Digest reporters dig deep to bring you the real story behind today's headlines:

****How Russian spies extract confidential information from FBI and CIA files--and the government can't stop them!**

****How America's most dangerous religious cult engages in burglary, espionage and kidnapping to further its goals.**

((Each issue also contains a condensation of a best-seller that would cost up to \$10 or more in its full-length form. In that way, The Digest saves you time and money.))

As an extra bonus, you'll find a wealth of discount coupons in The Digest. When you redeem them, you could save enough to pay for your subscription twice over. (Last year, our

subscribers received over \$19.00 in coupons.)

To see how The Digest can change your life--without spending a penny or risking a thing--just mail four cards in the YES envelope. When your first copy arrives, enjoy leafing through the pages at your leisure.

Then if you decide that The Digest is your kind of magazine, pay \$6.97 plus 96¢ postage for a 12-month subscription. That's a saving of \$7.07 or 47% off the newsstand single-copy price. SEND NO MONEY NOW...We'll bill you later.

But remember, you're under no obligation. You can cancel at any time and receive a refund for the balance of your subscription. You have nothing to lose by saying YES. We'll begin your trial subscription and enter you in the Sweepstakes. If you just wish to enter the Sweepstakes, use the NO envelope. Your chance of winning is the same if you say YES or NO.

It's important you give us your reply now. Because if you're the Grand Prize Winner, for every day your entry beats January 30, we'll add \$5,000-a-day to the Grand Prize--up to \$50,000 extra! So your total Grand Prize could be \$100,000.00 cash!

It costs you nothing to enter. We've even provided you with 3 stamps for your 15¢ postage. Please mail your Four Computerized Cards in the YES envelope today.

Sincerely, *Carolyn Davis*

P.S.: What to do if you win a prize. You'll receive a First Class letter from Betty Glass, announcing the value of your prize. Just follow her instructions and within 14 days you'll receive a prize check. (If you win the Grand Prize, Mrs. Glass will contact you to make special arrangements for your trip to Digest headquarters.)